

ORDER



KSDK

Orders
Order / Rev: 691249
Alt Order #: 06170598
Product Desc: KANDER FOR SEC/STATE
Estimate: 1952
Flight Dates: 10/23/12 - 10/29/12
Original Date / Rev: 10/19/12 / 10/19/12
Order Type: Political

Primary AE: Kristin Waskie
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Buying Time, LLC/ POL
Buying Contact:
Billing Contact:
 650 Massachusetts Ave. N.W. , Suite 210
 Washington, DC 20001

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Kander, J/ D/ Sec of State
Demographic: A35+
Product Codes: PL-State/Local Misc
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 10/01/12 | 10/28/12 | 57 | \$51,430.00 | \$43,715.50 |
| 10/29/12 | 10/29/12 | 14 | \$14,510.00 | \$12,333.50 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|--------------------|--------------------|-------------|
| October 2012 | 57 | \$51,430.00 | \$43,715.50 | 0.00 |
| November 2012 | 14 | \$14,510.00 | \$12,333.50 | 0.00 |
| Totals | 71 | \$65,940.00 | \$56,049.00 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Kristin Waskie | | | Start Of Order - End Of Order | 100% |

Order Share

| | Share | Total |
|--------|-------|--------------|
| KSDK | 49% | \$65,940.00 |
| Market | 100% | \$134,571.43 |

Competitive Share

| | Share | Total |
|-------|-------|-------------|
| CABLE | 0% | \$0.00 |
| KDNL | 2% | \$2,691.43 |
| KETC | 0% | \$0.00 |
| KMOV | 20% | \$26,914.29 |
| KNLC | 0% | \$0.00 |
| KPLR | 1% | \$1,345.71 |
| KTVI | 28% | \$37,680.00 |
| UNKWN | 0% | \$0.00 |
| WHSL | 0% | \$0.00 |
| WPXS | 0% | \$0.00 |
| WRBU | 0% | \$0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--|------|----------|----------|----------------------------|-------|----------------|---------|-----|-------|----------|-----|------|------|-------|----------|
| 1 | KSDK | 10/26/12 | 10/26/12 | M-F 10-11A News at 10am | CM | 10-11A | ----F-- | :30 | 1 | \$375.00 | P-2 | 0.00 | NM | 1 | \$375.00 |
| LOCAL NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ----F-- 1 \$375.00 0.00 | | | | | | | | | | | | | | | |
| 2 | KSDK | 10/26/12 | 10/26/12 | | CM | 12-1230p | ----F-- | :30 | 1 | \$525.00 | P-2 | 0.00 | NM | 1 | \$525.00 |

Order / Rev: 691249
 Alt Order #: 06170598
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: Kander, J/ D/ Sec of State
 Product Desc: KANDER FOR SEC/STATE
 Estimate: 1952
KSDK

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|----------------------|-----------|-------------------|-----------------|--------------------------------------|-----------------------|----------------|-----------------|---------------|-----------------------|------------|-------------|------|------|-------|------------|
| | | | | M-F Noon News Noon News | | | | | | | | | | | |
| LOCAL NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/22/12 | 10/28/12 | ----F-- | 1 | | \$525.00 | | 0.00 | | | | | | |
| 3 | KSDK | 10/26/12 | 10/26/12 | M-F 4P News News 5 at Four | CM | 4-430P | ----F-- | :30 | 1 | \$750.00 | P-2 | 0.00 | NM | 1 | \$750.00 |
| LOCAL NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/22/12 | 10/28/12 | ----F-- | 1 | | \$750.00 | | 0.00 | | | | | | |
| 4 | KSDK | 10/26/12 | 10/26/12 | M-F 5P News News Channel 5 at 5P | CM | 5-530P | ----F-- | :30 | 1 | \$1,875.00 | P-2 | 0.00 | NM | 1 | \$1,875.00 |
| LOCAL NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/22/12 | 10/28/12 | ----F-- | 1 | | \$1,875.00 | | 0.00 | | | | | | |
| 5 | KSDK | 10/26/12 | 10/26/12 | M-F 5-6A 5-6a | CM | 5-6A | ----F-- | :30 | 1 | \$450.00 | P-2 | 0.00 | NM | 1 | \$450.00 |
| TODAY IN ST LOUIS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/22/12 | 10/28/12 | ----F-- | 1 | | \$450.00 | | 0.00 | | | | | | |
| 6 | KSDK | 10/26/12 | 10/26/12 | M-F 6P News News Channel 5 at 6P | CM | 6-630P | ----F-- | :30 | 1 | \$2,025.00 | P-2 | 0.00 | NM | 1 | \$2,025.00 |
| LOCAL NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/22/12 | 10/28/12 | ----F-- | 1 | | \$2,025.00 | | 0.00 | | | | | | |
| 7 | KSDK | 10/26/12 | 10/26/12 | M-F 6-7A 6-7a | CM | 6-7A | ----F-- | :30 | 1 | \$900.00 | P-2 | 0.00 | NM | 1 | \$900.00 |
| TODAY IN ST LOUIS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/22/12 | 10/28/12 | ----F-- | 1 | | \$900.00 | | 0.00 | | | | | | |
| 8 | KSDK | 10/26/12 | 10/26/12 | M-F NBC Today 7-9A NBC Today 7-9A | CM | 7-9A | ----F-- | :30 | 1 | \$825.00 | P-2 | 0.00 | NM | 1 | \$825.00 |
| TODAY SHOW | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/22/12 | 10/28/12 | ----F-- | 1 | | \$825.00 | | 0.00 | | | | | | |
| 9 | KSDK | 10/26/12 | 10/26/12 | M-F 9-10A NBC Today Show II 9-10A | CM | 9-10A | ----F-- | :30 | 1 | \$560.00 | P-2 | 0.00 | NM | 1 | \$560.00 |
| TODAY SHOW II | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/22/12 | 10/28/12 | ----F-- | 1 | | \$560.00 | | 0.00 | | | | | | |
| 10 | KSDK | 10/29/12 | 10/29/12 | LN (M-F) LN (M-F) | CM | 10-1035p | M----- | :30 | 1 | \$2,250.00 | P-2 | 0.00 | NM | 1 | \$2,250.00 |
| LOCAL NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/29/12 | 11/04/12 | M----- | 1 | | \$2,250.00 | | 0.00 | | | | | | |
| 11 | KSDK | 10/29/12 | 10/29/12 | M-F 10-11A News at 10am | CM | 10-11A | M----- | :30 | 1 | \$375.00 | P-2 | 0.00 | NM | 1 | \$375.00 |
| LOCAL NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/29/12 | 11/04/12 | M----- | 1 | | \$375.00 | | 0.00 | | | | | | |
| 12 | KSDK | 10/29/12 | 10/29/12 | Tonight Show Tonight Show | CM | 1035-1137p | M----- | :30 | 1 | \$450.00 | P-3 | 0.00 | NM | 0 | \$0.00 |
| TONIGHT SHOW | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/29/12 | 11/04/12 | M----- | 1 | | \$450.00 | | 0.00 | | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | <u>Start/End Time</u> | | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | <u>Rtg</u> | <u>Type</u> | | | | |
| 1 | KSDK | 10/29/12-11/04/12 | | Tonight Show | 1035-1137p | | M----- | :30 | (\$450.00) | 0.00 | NM | | | | |
| Credited [Credit] | | | | | | | | | | | | | | | |
| 13 | KSDK | 10/29/12 | 10/29/12 | M-F Noon News Noon News | CM | 12-1230p | M----- | :30 | 1 | \$525.00 | P-2 | 0.00 | NM | 1 | \$525.00 |

Order / Rev: 691249
 Alt Order #: 06170598
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: Kander, J/ D/ Sec of State
 Product Desc: KANDER FOR SEC/STATE
 Estimate: 1952
KSDK

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|-----------|-------------------|-----------------|---|-------|-----------------------|-----------------|---------------|-------------------|-------------------------|-----|---------------|-------------|-------|------------|
| LOCAL NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | M----- | | | | | 1 | \$525.00 | | 0.00 | | | |
| 14 | KSDK | 10/29/12 | 10/29/12 | M-F 3-4p Ellen | CM | 3-4p | M----- | :30 | 1 | \$375.00 | P-3 | 0.00 | NM | 1 | \$375.00 |
| ELLEN | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | M----- | | | | | 1 | \$375.00 | | 0.00 | | | |
| 15 | KSDK | 10/29/12 | 10/29/12 | M-F 4P News News 5 at Four | CM | 4-430P | M----- | :30 | 1 | \$750.00 | P-2 | 0.00 | NM | 1 | \$750.00 |
| LOCAL NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | M----- | | | | | 1 | \$750.00 | | 0.00 | | | |
| 16 | KSDK | 10/29/12 | 10/29/12 | M-F 430-5p Jeopardy | CM | 430-5p | M----- | :30 | 1 | \$825.00 | P-2 | 0.00 | NM | 1 | \$825.00 |
| JEOPARDY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | M----- | | | | | 1 | \$825.00 | | 0.00 | | | |
| 17 | KSDK | 10/29/12 | 10/29/12 | M-F 5P News News Channel 5 at 5P | CM | 5-530P | M----- | :30 | 1 | \$1,875.00 | P-2 | 0.00 | NM | 1 | \$1,875.00 |
| LOCAL NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | M----- | | | | | 1 | \$1,875.00 | | 0.00 | | | |
| 18 | KSDK | 10/29/12 | 10/29/12 | M-F 5-6A 5-6a | CM | 5-6A | M----- | :30 | 1 | \$450.00 | P-2 | 0.00 | NM | 1 | \$450.00 |
| TODAY IN ST LOUIS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | M----- | | | | | 1 | \$450.00 | | 0.00 | | | |
| 19 | KSDK | 10/29/12 | 10/29/12 | M-F 6P News News Channel 5 at 6P | CM | 6-630P | M----- | :30 | 1 | \$2,025.00 | P-2 | 0.00 | NM | 1 | \$2,025.00 |
| LOCAL NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | M----- | | | | | 1 | \$2,025.00 | | 0.00 | | | |
| 20 | KSDK | 10/29/12 | 10/29/12 | M-F 6-7A 6-7a | CM | 6-7A | M----- | :30 | 1 | \$900.00 | P-2 | 0.00 | NM | 1 | \$900.00 |
| TODAY IN ST LOUIS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | M----- | | | | | 1 | \$900.00 | | 0.00 | | | |
| 21 | KSDK | 10/29/12 | 10/29/12 | 630-7P Wheel 630-7P Wheel of Fortune | CM | 630-7P | M----- | :30 | 1 | \$1,300.00 | P-3 | 0.00 | NM | 1 | \$1,950.00 |
| WHEEL OF FORTUNE | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | M----- | | | | | 1 | \$1,300.00 | | 0.00 | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 1 | KSDK | 10/29/12-11/04/12 | | 630-7P Wheel | | 630-7P | M----- | :30 | | (\$1,300.00) | | 0.00 | NM | | |
| See MG 21.2 | | | | | | | | | | | | | | | |
| [oversold - need priority 2 rate of 1500] | | | | | | | | | | | | | | | |
| 2 | KSDK | 10/29/12-10/29/12 | | 630-7P Wheel | | 630-7P | M----- | :30 | | \$1,950.00 | | 0.00 | NM | | |
| Ⓜ MG for 21.1 10/29 | | | | | | | | | | | | | | | |
| [na] | | | | | | | | | | | | | | | |
| 22 | KSDK | 10/29/12 | 10/29/12 | M-F NBC Today 7-9A NBC Today 7-9A | CM | 7-9A | M----- | :30 | 2 | \$825.00 | P-2 | 0.00 | NM | 2 | \$1,650.00 |
| TODAY SHOW | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | M----- | | | | | 2 | \$825.00 | | 0.00 | | | |
| 23 | KSDK | 10/29/12 | 10/29/12 | M-F 9-10A NBC Today Show II 9-10A | CM | 9-10A | M----- | :30 | 1 | \$560.00 | P-2 | 0.00 | NM | 1 | \$560.00 |
| TODAY SHOW II | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | M----- | | | | | 1 | \$560.00 | | 0.00 | | | |
| 24 | KSDK | 10/27/12 | 10/27/12 | | CM | 5-530P | -----S- | :30 | 1 | \$975.00 | P-2 | 0.00 | NM | 1 | \$975.00 |

Order / Rev: 691249
 Alt Order #: 06170598
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: Kander, J/ D/ Sec of State
 Product Desc: KANDER FOR SEC/STATE
 Estimate: 1952
KSDK

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|------------------|-----------|-------------------|-----------------|---|-----------------------|---------------------------|-----------------|---------------|-------------------|-------------------------|-----|---------------|-------------|-------|------------|
| 34 | KSDK | 10/25/12 | 10/25/12 | LN (M-F) LN (M-F) | CM | 10-1035p | ---T--- | :30 | 1 | \$2,250.00 | P-2 | 0.00 | NM | 1 | \$2,250.00 |
| LOCAL NEWS | | | | | | | | | | | | | | | |
| 35 | KSDK | 10/25/12 | 10/25/12 | M-F 10-11A News at 10am | CM | 10-11A | ---T--- | :30 | 1 | \$375.00 | P-2 | 0.00 | NM | 1 | \$375.00 |
| LOCAL NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ---T--- | | | | | 1 | \$375.00 | | 0.00 | | | |
| 36 | KSDK | 10/25/12 | 10/25/12 | M-F 1230-1p Show Me St. Louis | CM | 1230-1p | ---T--- | :30 | 1 | \$450.00 | P-2 | 0.00 | NM | 1 | \$450.00 |
| SHOW ME ST LOUIS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ---T--- | | | | | 1 | \$450.00 | | 0.00 | | | |
| 37 | KSDK | 10/25/12 | 10/25/12 | M-F 3-4p Ellen | CM | 3-4p (3:00 PM-4:00 PM) | ---T--- | :30 | 1 | \$375.00 | P-3 | 0.00 | NM | 1 | \$375.00 |
| ELLEN | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ---T--- | | | | | 1 | \$375.00 | | 0.00 | | | |
| 38 | KSDK | 10/25/12 | 10/25/12 | M-F 4P News News 5 at Four | CM | 4-430P | ---T--- | :30 | 1 | \$750.00 | P-2 | 0.00 | NM | 1 | \$750.00 |
| LOCAL NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ---T--- | | | | | 1 | \$750.00 | | 0.00 | | | |
| 39 | KSDK | 10/25/12 | 10/25/12 | M-F 430-5p Jeopardy | CM | 430-5p | ---T--- | :30 | 1 | \$825.00 | P-2 | 0.00 | NM | 1 | \$825.00 |
| JEOPARDY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ---T--- | | | | | 1 | \$825.00 | | 0.00 | | | |
| 40 | KSDK | 10/25/12 | 10/25/12 | M-F 5P News News Channel 5 at 5P | CM | 5-530P | ---T--- | :30 | 1 | \$1,875.00 | P-2 | 0.00 | NM | 1 | \$1,875.00 |
| LOCAL NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ---T--- | | | | | 1 | \$1,875.00 | | 0.00 | | | |
| 41 | KSDK | 10/25/12 | 10/25/12 | M-F 6P News News Channel 5 at 6P | CM | 6-630P | ---T--- | :30 | 1 | \$2,025.00 | P-2 | 0.00 | NM | 1 | \$2,025.00 |
| LOCAL NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ---T--- | | | | | 1 | \$2,025.00 | | 0.00 | | | |
| 42 | KSDK | 10/25/12 | 10/25/12 | 630-7P Wheel 630-7P Wheel of Fortune | CM | 630-7P | ---T--- | :30 | 1 | \$1,300.00 | P-3 | 0.00 | NM | 0 | \$0.00 |
| WHEEL OF FORTUNE | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ---T--- | | | | | 1 | \$1,300.00 | | 0.00 | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | <u>Start/End Time</u> | | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 1 | KSDK | 10/22/12-10/28/12 | | 630-7P Wheel | 630-7P | | ---Th----- | :30 | | (\$1,300.00) | | 0.00 | NM | | |
| Credited | | | | | | | | | | | | | | | |
| [RATE] | | | | | | | | | | | | | | | |
| N43 | KSDK | 10/25/12 | 10/25/12 | M-F NBC Today 7-9A NBC Today 7-9A | CM | 7-9A | ---T--- | :30 | 1 | \$825.00 | P-2 | 0.00 | NM | 1 | \$825.00 |
| TODAY SHOW | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ---T--- | | | | | 1 | \$825.00 | | 0.00 | | | |
| 44 | KSDK | 10/25/12 | 10/25/12 | M-F 9-10A NBC Today Show II 9-10A | CM | 9-10A | ---T--- | :30 | 1 | \$560.00 | P-2 | 0.00 | NM | 1 | \$560.00 |
| TODAY SHOW II | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ---T--- | | | | | 1 | \$560.00 | | 0.00 | | | |
| 45 | KSDK | 10/23/12 | 10/23/12 | LN (M-F) LN (M-F) | CM | 10-1035p | -T----- | :30 | 1 | \$2,250.00 | P-2 | 0.00 | NM | 1 | \$2,250.00 |
| LOCAL NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |

Order / Rev: 691249
 Alt Order #: 06170598
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: Kander, J/ D/ Sec of State
 Product Desc: KANDER FOR SEC/STATE
 Estimate: 1952
KSDK

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------------------|------|-------------------|-----------------|--------------------------------------|-------|---------------------------|---------|-----|-------------------|-------------|-----|---------------|------|-------|------------|
| 45 | KSDK | 10/23/12 | 10/23/12 | LN (M-F) LN (M-F) | CM | 10-1035p | -T----- | :30 | 1 | \$2,250.00 | P-2 | 0.00 | NM | 1 | \$2,250.00 |
| LOCAL NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -T----- | | | | | 1 | \$2,250.00 | | 0.00 | | | |
| 46 | KSDK | 10/23/12 | 10/23/12 | M-F 10-11A News at 10am | CM | 10-11A | -T----- | :30 | 1 | \$375.00 | P-2 | 0.00 | NM | 1 | \$375.00 |
| LOCAL NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -T----- | | | | | 1 | \$375.00 | | 0.00 | | | |
| 47 | KSDK | 10/23/12 | 10/23/12 | Tonight Show Tonight Show | CM | 1035-1137p | -T----- | :30 | 1 | \$450.00 | P-3 | 0.00 | NM | 1 | \$450.00 |
| TONIGHT SHOW | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -T----- | | | | | 1 | \$450.00 | | 0.00 | | | |
| 48 | KSDK | 10/23/12 | 10/23/12 | M-F 1230-1p Show Me St. Louis | CM | 1230-1p | -T----- | :30 | 1 | \$450.00 | P-2 | 0.00 | NM | 1 | \$450.00 |
| SHOW ME ST LOUIS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -T----- | | | | | 1 | \$450.00 | | 0.00 | | | |
| 49 | KSDK | 10/23/12 | 10/23/12 | M-F Noon News Noon News | CM | 12-1230p | -T----- | :30 | 1 | \$525.00 | P-2 | 0.00 | NM | 1 | \$525.00 |
| LOCAL NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -T----- | | | | | 1 | \$525.00 | | 0.00 | | | |
| 50 | KSDK | 10/23/12 | 10/23/12 | M-F 3-4p Ellen | CM | 3-4p (3:00 PM-4:00 PM) | -T----- | :30 | 1 | \$375.00 | P-3 | 0.00 | NM | 1 | \$375.00 |
| ELLEN | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -T----- | | | | | 1 | \$375.00 | | 0.00 | | | |
| 51 | KSDK | 10/23/12 | 10/23/12 | M-F 430-5p Jeopardy | CM | 430-5p | -T----- | :30 | 1 | \$825.00 | P-2 | 0.00 | NM | 1 | \$825.00 |
| JEOPARDY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -T----- | | | | | 1 | \$825.00 | | 0.00 | | | |
| 52 | KSDK | 10/23/12 | 10/23/12 | M-F 5P News News Channel 5 at 5P | CM | 5-530P | -T----- | :30 | 1 | \$1,875.00 | P-2 | 0.00 | NM | 1 | \$1,875.00 |
| LOCAL NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -T----- | | | | | 1 | \$1,875.00 | | 0.00 | | | |
| 53 | KSDK | 10/23/12 | 10/23/12 | M-F 6P News News Channel 5 at 6P | CM | 6-630P | -T----- | :30 | 1 | \$2,025.00 | P-2 | 0.00 | NM | 1 | \$2,025.00 |
| LOCAL NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -T----- | | | | | 1 | \$2,025.00 | | 0.00 | | | |
| 54 | KSDK | 10/23/12 | 10/23/12 | M-F 6-7A 6-7a | CM | 6-7A | -T----- | :30 | 1 | \$900.00 | P-2 | 0.00 | NM | 1 | \$900.00 |
| TODAY IN ST LOUIS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -T----- | | | | | 1 | \$900.00 | | 0.00 | | | |
| 55 | KSDK | 10/23/12 | 10/23/12 | M-F NBC Today 7-9A NBC Today 7-9A | CM | 7-9A | -T----- | :30 | 1 | \$825.00 | P-2 | 0.00 | NM | 1 | \$825.00 |
| TODAY SHOW | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -T----- | | | | | 1 | \$825.00 | | 0.00 | | | |
| 56 | KSDK | 10/24/12 | 10/24/12 | M-F 10-11A News at 10am | CM | 10-11A | --W---- | :30 | 1 | \$375.00 | P-2 | 0.00 | NM | 1 | \$375.00 |
| LOCAL NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | --W---- | | | | | 1 | \$375.00 | | 0.00 | | | |
| 57 | KSDK | 10/24/12 | 10/24/12 | | CM | 1035-1137p | --W---- | :30 | 1 | \$450.00 | P-3 | 0.00 | NM | 1 | \$450.00 |

Order / Rev: 691249
 Alt Order #: 06170598
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: Kander, J/ D/ Sec of State
 Product Desc: KANDER FOR SEC/STATE
 Estimate: 1952

KSDK

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--------------------|-----------|-------------------|-----------------|---|-----------------------|----------------|-----------------|---------------|---------------|-------------------------|-----|------------|-------------|-------|----------|
| | | | | Tonight Show | | Tonight Show | | | | | | | | | |
| TONIGHT SHOW | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: 10/22/12 | | 10/22/12 | 10/28/12 | --W---- | 1 | | \$450.00 | | 0.00 | | | | | | |
| 58 | KSDK | 10/24/12 | 10/24/12 | M-F Noon News Noon News | CM | 12-1230p | --W---- | :30 | 1 | \$525.00 | P-2 | 0.00 | NM | 1 | \$525.00 |
| LOCAL NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: 10/22/12 | | 10/22/12 | 10/28/12 | --W---- | 1 | | \$525.00 | | 0.00 | | | | | | |
| 59 | KSDK | 10/24/12 | 10/24/12 | M-F 2-3p Dr. Oz | CM | 2-3p | --W---- | :30 | 1 | \$300.00 | P-3 | 0.00 | NM | 1 | \$300.00 |
| DR OZ | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: 10/22/12 | | 10/22/12 | 10/28/12 | --W---- | 1 | | \$300.00 | | 0.00 | | | | | | |
| 60 | KSDK | 10/24/12 | 10/24/12 | M-F 4P News News 5 at Four | CM | 4-430P | --W---- | :30 | 1 | \$750.00 | P-2 | 0.00 | NM | 1 | \$750.00 |
| LOCAL NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: 10/22/12 | | 10/22/12 | 10/28/12 | --W---- | 1 | | \$750.00 | | 0.00 | | | | | | |
| 61 | KSDK | 10/24/12 | 10/24/12 | M-F 5-6A 5-6a | CM | 5-6A | --W---- | :30 | 1 | \$450.00 | P-2 | 0.00 | NM | 1 | \$450.00 |
| TODAY IN ST LOUIS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: 10/22/12 | | 10/22/12 | 10/28/12 | --W---- | 1 | | \$450.00 | | 0.00 | | | | | | |
| 62 | KSDK | 10/24/12 | 10/24/12 | M-F 6-7A 6-7a | CM | 6-7A | --W---- | :30 | 1 | \$900.00 | P-2 | 0.00 | NM | 1 | \$900.00 |
| TODAY IN ST LOUIS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: 10/22/12 | | 10/22/12 | 10/28/12 | --W---- | 1 | | \$900.00 | | 0.00 | | | | | | |
| 63 | KSDK | 10/24/12 | 10/24/12 | 630-7P Wheel 630-7P Wheel of Fortune | CM | 630-7P | --W---- | :30 | 1 | \$1,300.00 | P-3 | 0.00 | NM | 0 | \$0.00 |
| WHEEL OF FORTUNE | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: 10/22/12 | | 10/22/12 | 10/28/12 | --W---- | 1 | | \$1,300.00 | | 0.00 | | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | <u>Start/End Time</u> | | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 1 | KSDK | 10/22/12-10/28/12 | | 630-7P Wheel | 630-7P | | --W----- | :30 | | (\$1,300.00) | | 0.00 | NM | | |
| Credited [RATE] | | | | | | | | | | | | | | | |
| 64 | KSDK | 10/24/12 | 10/24/12 | M-F NBC Today 7-9A NBC Today 7-9A | CM | 7-9A | --W---- | :30 | 1 | \$825.00 | P-2 | 0.00 | NM | 1 | \$825.00 |
| TODAY SHOW | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: 10/22/12 | | 10/22/12 | 10/28/12 | --W---- | 1 | | \$825.00 | | 0.00 | | | | | | |
| 65 | KSDK | 10/24/12 | 10/24/12 | M-F 9-10A NBC Today Show II 9-10A | CM | 9-10A | --W---- | :30 | 1 | \$560.00 | P-2 | 0.00 | NM | 1 | \$560.00 |
| TODAY SHOW II | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: 10/22/12 | | 10/22/12 | 10/28/12 | --W---- | 1 | | \$560.00 | | 0.00 | | | | | | |
| 66 | KSDK | 10/23/12 | 10/26/12 | M-F 10-11A News at 10am | CM | 10-11A | -TWTF-- | :30 | 1 | \$375.00 | P-2 | 0.00 | NM | 1 | \$375.00 |
| LOCAL NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: 10/22/12 | | 10/22/12 | 10/28/12 | -TWTF-- | 1 | | \$375.00 | | 0.00 | | | | | | |
| 67 | KSDK | 10/25/12 | 10/25/12 | M-F 6-7A 6-7a | CM | 6-7A | ---T--- | :30 | 1 | \$900.00 | P-2 | 0.00 | NM | 1 | \$900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: 10/22/12 | | 10/22/12 | 10/28/12 | ---T--- | 1 | | \$900.00 | | 0.00 | | | | | | |
| 68 | KSDK | 10/23/12 | 10/23/12 | M-F 4P News News 5 at Four | CM | 4-430P | -T----- | :30 | 1 | \$750.00 | P-2 | 0.00 | NM | 1 | \$750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |

Order / Rev: 691249
 Alt Order #: 06170598
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: Kander, J/ D/ Sec of State
 Product Desc: KANDER FOR SEC/STATE
 Estimate: 1952

KSDK

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--------|-------|-------------------|-----------------|--------------------------------------|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|-------|-------------|
| 68 | KSDK | 10/23/12 | 10/23/12 | M-F 4P News News 5 at Four | CM | 4-430P | -T----- | :30 | 1 | \$750.00 | P-2 | 0.00 | NM | 1 | \$750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/22/12 | 10/28/12 | -T----- | | 1 | | | | \$750.00 | | 0.00 | | | |
| 69 | KSDK | 10/24/12 | 10/24/12 | M-F 5P News News Channel 5 at 5P | CM | 5-530P | --W---- | :30 | 1 | \$1,875.00 | P-2 | 0.00 | NM | 1 | \$1,875.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/22/12 | 10/28/12 | --W---- | | 1 | | | | \$1,875.00 | | 0.00 | | | |
| 70 | KSDK | 10/24/12 | 10/24/12 | M-F 6P News News Channel 5 at 6P | CM | 6-630P | --W---- | :30 | 1 | \$2,025.00 | P-2 | 0.00 | NM | 1 | \$2,025.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/22/12 | 10/28/12 | --W---- | | 1 | | | | \$2,025.00 | | 0.00 | | | |
| 71 | KSDK | 10/24/12 | 10/24/12 | M-F 430-5p Jeopardy | CM | 430-5p | --W---- | :30 | 1 | \$825.00 | P-2 | 0.00 | NM | 1 | \$825.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/22/12 | 10/28/12 | --W---- | | 1 | | | | \$825.00 | | 0.00 | | | |
| 72 | KSDK | 10/26/12 | 10/26/12 | M-F 430-5p Jeopardy | CM | 430-5p | ----F-- | :30 | 1 | \$825.00 | P-2 | 0.00 | NM | 1 | \$825.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/22/12 | 10/28/12 | ----F-- | | 1 | | | | \$825.00 | | 0.00 | | | |
| N73 | KSDK | 10/25/12 | 10/25/12 | Last Call Last Call w/Carson Daly | CM | 1235a-105a | ---T--- | :30 | 1 | \$75.00 | P-2 | 0.00 | NM | 1 | \$75.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/22/12 | 10/28/12 | ---T--- | | 1 | | | | \$75.00 | | 0.00 | | | |
| Totals | | | | | | | | | | | | | | 71 | \$65,940.00 |